

Jason Rittenberry, CFE

President and CEO | Kentucky State Fair Board

Jason Rittenberry is a proven venue, entertainment and sports professional. The Tennessee native is described as a visionary leader and forward-thinking executive who is adept at entrepreneurial revenue generation. Throughout his career, Rittenberry has managed venues hosting hundreds of events annually, developed a business operation with \$40M+ in revenues, built world class guest experience programs, navigated the acquisition of multiple properties, and conducted strategic business development initiatives with private equity partners and credit facilities.

As President and CEO of the Kentucky State Fair Board, Rittenberry oversees the operations of the Kentucky International Convention Center and the Kentucky Exposition Center, as well as the shows operated by the Fair Board – the Kentucky State Fair, the North American International Livestock Expo and the National Farm Machinery Show.

Prior to his selection as President and CEO of the Fair Board, Rittenberry served as Chief Strategy Officer (CSO) for Circuit of The Americas in Austin, TX, the only purpose-built Formula 1 venue in the U.S. that includes the AT&T Events Center and Austin360 Amphitheater, named “Best New Major Concert Venue” by Pollstar.

Rittenberry is the former President and CEO of IRG Sports + Entertainment, a privately held company with multiple entertainment and sports properties across the country. He was also Executive Producer for a motorsports television show broadcast on NBC Sports Network and MAVTV.

A Certified Facilities Executive™ by the International Association of Venue Managers (IAVM), Rittenberry serves as an adjunct professor and Instructor at IAVM's Venue Management School. He is a graduate of the University of Memphis, the Venue Management School and the Academy for Venue Safety and Security. An active industry representative, he currently serves in several IAVM leadership roles including the Board of Directors, Past-Chair of the Foundation Board of Trustees, Industry Affairs Council, the Fairs and Amphitheaters Committee, and the *Facility Manager* Magazine's editorial advisory Board. In addition to IAVM, Rittenberry is an active member of the Stadium Managers Association, International Entertainment Buyers Association, and past chair of the Florida Facility Managers Association.

A number of associations have recognized Rittenberry for his professional achievements and contributions including:

- Top 40 Under 40, Memphis and South Florida Business Journals
- Chairman's Citation, International Association of Venue Managers
- Innovator of the Year, Performance Racing Industry

With more than 16 years of venue management and live event experience Rittenberry brings industry expertise and insight, initiatives for strategic business development, and innovative improvements to the guest experience to the operations of the Kentucky State Fair Board.

As President and CEO of the Fair Board, Rittenberry serves in the Tourism, Arts and Heritage Cabinet for the Commonwealth, on the Louisville Convention & Visitors Commission, and on the Board of Directors of the Kentucky Derby Festival.